



**United Kingdom**  
Blue Fin Building  
110 Southwark Street  
London SE1 0TA  
Phone: +44 (0)20 7922 1930  
Fax: +44 (0)20 7922 1931  
[www.strglobal.com](http://www.strglobal.com)

**United States**  
735 East Main Street  
Hendersonville  
TN 37075  
Phone: +1 (615) 824 8664  
Fax: +1 (615) 824 3848

## Amelia Island Tourist Development Council

**For the Month of March 2009**

All pages/reports are purchased separately

**Date Created: Apr 21, 2009**

	Tab
<b>Table of Contents</b>	1
Multi-Segment	2
Trend Amelia Island Sel Zip	3
Response Amelia Island Sel Zip	4
Help	5



# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

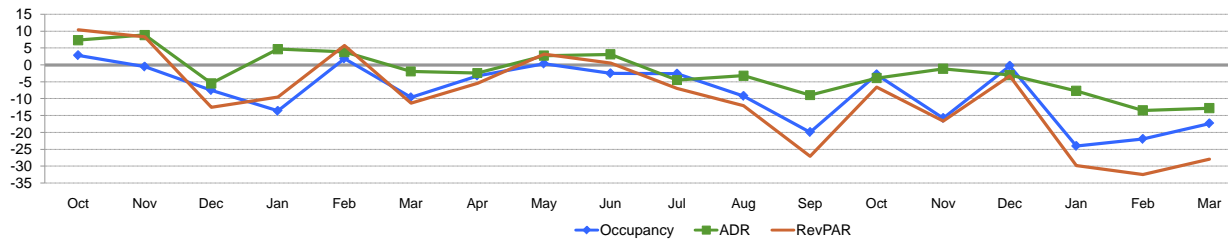
For the month of: March 2009

	Current Month - March 2009 vs March 2008												Year to Date - March 2009 vs March 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 2008						Occ %		ADR		RevPAR		Percent Change from YTD 2008						Properties		Rooms	
	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Jacksonville, FL	59.6	67.6	89.99	98.71	53.60	66.70	-11.9	-8.8	-19.6	-15.6	5.0	-7.4	55.9	64.9	87.64	96.39	49.01	62.60	-13.9	-9.1	-21.7	-17.5	5.4	-9.2	257	176	26253	21772
Jacksonville Beaches	63.5	70.9	126.86	142.03	80.59	100.67	-10.4	-10.7	-20.0	-17.9	2.6	-8.1	55.8	64.2	119.71	133.69	66.76	85.89	-13.2	-10.5	-22.3	-20.3	2.6	-10.9	96	54	7583	5958
Savannah, GA	63.3	69.9	92.83	103.61	58.74	72.41	-9.5	-10.4	-18.9	-14.4	5.6	-4.4	55.9	62.4	86.28	95.64	48.26	59.71	-10.4	-9.8	-19.2	-14.3	6.0	-5.0	158	121	14309	11996
Brunswick/Kingsland, GA	60.5	62.7	86.04	108.02	52.02	67.71	-3.5	-20.3	-23.2	-17.5	7.4	3.6	57.5	57.3	78.68	92.78	45.22	53.17	0.3	-15.2	-15.0	-9.8	6.1	6.4	86	55	7225	4800
Daytona Beach, FL	63.0	65.2	110.01	123.88	69.32	80.81	-3.4	-11.2	-14.2	-12.5	2.0	-1.5	56.7	58.9	114.42	125.42	64.90	73.90	-3.7	-8.8	-12.2	-10.1	2.3	-1.5	183	56	14120	6339
Charleston, SC	65.9	74.3	106.86	118.60	70.40	88.07	-11.3	-9.9	-20.1	-19.8	0.3	-11.0	57.2	64.1	99.03	107.12	56.62	68.67	-10.8	-7.6	-17.5	-16.2	1.7	-9.3	162	113	16983	13441
Nassau County, FL	53.2	64.5	171.64	198.96	91.30	128.25	-17.5	-13.7	-28.8	-24.9	5.4	-13.0	46.1	58.0	151.62	173.92	69.97	100.89	-20.4	-12.8	-30.6	-26.9	5.4	-16.1	23	12	2092	1826
St Johns County, FL	64.1	70.1	106.04	117.70	67.93	82.53	-8.6	-9.9	-17.7	-16.8	1.1	-7.6	57.1	64.7	103.35	115.50	58.98	74.71	-11.8	-10.5	-21.1	-20.2	1.1	-10.8	78	40	5643	3893
Hilton Head/Beaufort	50.3	59.3	103.06	117.28	51.87	69.59	-15.2	-12.1	-25.5	-23.7	2.3	-13.2	41.3	46.1	94.55	104.67	39.09	48.24	-10.3	-9.7	-19.0	-15.9	3.7	-6.9	48	31	6581	4265
Fort Walton Beach, FL	57.0	55.9	109.88	129.78	62.60	72.60	1.8	-15.3	-13.8	-10.4	3.9	5.8	42.7	44.3	94.28	104.36	40.24	46.28	-3.8	-9.7	-13.0	-9.6	4.0	0.1	75	45	9527	5303

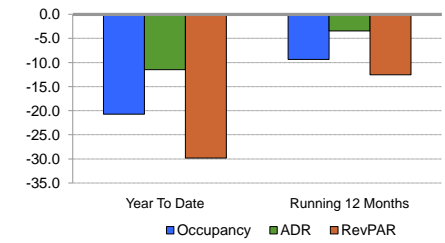
A blank row indicates insufficient data.

SMITH TRAVEL RESEARCH

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2007			2008												2009		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	58.4	53.6	36.1	48.4	66.4	68.2	73.0	67.2	75.8	72.2	55.3	41.4	56.8	45.1	36.0	36.8	51.8	56.4
Last Year	56.8	53.8	39.0	56.0	65.2	75.5	75.4	66.9	77.7	74.1	60.9	51.7	58.4	53.6	36.1	48.4	66.4	68.2
Percent Change	2.9	-0.5	-7.5	-13.6	1.9	-9.6	-3.2	0.4	-2.5	-2.6	-9.2	-19.9	-2.8	-15.7	-0.2	-24.0	-21.9	-17.3

Year To Date		
2007	2008	2009
65.6	60.8	48.2
69.5	65.6	60.8
-5.6	-7.2	-20.7

Running 12 Months		
2007	2008	2009
61.2	61.4	55.6
69.3	61.2	61.4
-11.7	0.3	-9.4

ADR	2007			2008												2009		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	189.59	177.97	151.21	162.51	184.02	219.86	222.98	221.53	209.74	200.31	179.02	163.56	182.23	175.98	146.67	150.06	159.22	191.79
Last Year	176.64	163.44	159.92	155.20	177.18	224.12	228.43	215.57	203.34	209.70	184.87	179.64	189.59	177.97	151.21	162.51	184.02	219.86
Percent Change	7.3	8.9	-5.4	4.7	3.9	-1.9	-2.4	2.8	3.1	-4.5	-3.2	-8.9	-3.9	-1.1	-3.0	-7.7	-13.5	-12.8

Year To Date		
2007	2008	2009
189.31	191.96	169.93
164.41	189.31	191.96
15.1	1.4	-11.5

Running 12 Months		
2007	2008	2009
190.43	196.15	189.31
170.38	190.43	196.15
11.8	3.0	-3.5

RevPAR	2007			2008												2009		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	110.78	95.31	54.64	78.66	122.24	149.92	162.74	148.78	158.96	144.54	98.97	67.66	103.51	79.42	52.87	55.19	82.55	108.12
Last Year	100.34	87.98	62.45	86.97	115.54	169.10	172.18	144.23	158.05	155.32	112.55	92.78	110.78	95.31	54.64	78.66	122.24	149.92
Percent Change	10.4	8.3	-12.5	-9.6	5.8	-11.3	-5.5	3.2	0.6	-6.9	-12.1	-27.1	-6.6	-16.7	-3.2	-29.8	-32.5	-27.9

Year To Date		
2007	2008	2009
124.15	116.76	81.94
114.25	124.15	116.76
8.7	-5.9	-29.8

Running 12 Months		
2007	2008	2009
116.55	120.44	105.33
118.07	116.55	120.44
-1.3	3.3	-12.5

Supply	2007			2008												2009		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	50,127	48,510	50,127	50,127	45,276	50,127	49,920	51,584	49,920	51,584	51,584	49,920	50,127	49,920	51,584	51,584	46,592	51,584
Last Year	50,127	48,510	50,127	50,127	45,276	50,127	48,510	50,127	48,510	50,127	50,127	48,510	50,127	48,510	50,127	50,127	45,276	50,127
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9

Year To Date		
2007	2008	2009
145,530	145,530	149,760
141,030	145,530	145,530
3.2	0.0	2.9

Running 12 Months		
2007	2008	2009
584,105	590,205	607,360
571,955	584,105	590,205
2.1	1.0	2.9

Demand	2007			2008												2009		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	29,291	25,979	18,112	24,265	30,076	34,181	36,434	34,643	37,834	37,222	28,518	20,651	29,301	22,528	18,593	18,973	24,157	29,080
Last Year	28,476	26,112	19,574	28,090	29,524	37,821	36,565	33,538	37,706	37,129	30,517	25,056	29,291	25,979	18,112	24,265	30,076	34,181
Percent Change	2.9	-0.5	-7.5	-13.6	1.9	-9.6	-0.4	3.3	0.3	0.3	-6.6	-17.6	0.0	-13.3	2.7	-21.8	-19.7	-14.9

Year To Date		
2007	2008	2009
95,435	88,522	72,210
98,001	95,435	88,522
-2.6	-7.2	-18.4

Running 12 Months		
2007	2008	2009
357,489	362,415	337,934
396,370	357,489	362,415
-9.8	1.4	-6.8

Revenue	2007			2008												2009		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	5,553,165	4,623,425	2,738,725	3,943,208	5,534,496	7,514,939	8,124,083	7,674,604	7,935,267	7,455,881	5,105,345	3,377,686	5,339,583	3,964,586	2,727,048	2,846,994	3,846,365	5,577,386
Last Year	5,029,956	4,267,867	3,130,351	4,359,567	5,231,120	8,476,358	8,352,634	7,229,631	7,667,001	7,785,913	5,641,816	4,500,954	5,553,165	4,623,425	2,738,725	3,943,208	5,534,496	7,514,939
Percent Change	10.4	8.3	-12.5	-9.6	5.8	-11.3	-2.7	6.2	3.5	-4.2	-9.5	-25.0	-3.8	-14.3	-0.4	-27.8	-30.5	-25.8

Year To Date		
2007	2008	2009
18,067,045	16,992,643	12,270,745
16,112,117	18,067,045	16,992,643
12.1	-5.9	-27.8

Running 12 Months		
2007	2008	2009
68,075,498	71,085,907	63,974,828
67,532,057	68,075,498	71,085,907
0.8	4.4	-10.0

Census %	2007			2008												2009		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	12	12	12	12	12	12	13	13	13	13	13	13	13	13	13	13	13	13
Census Rooms	1617	1617	1617	1617	1617	1617	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664	1664
% Rooms Participants	96.7	96.7	96.7	96.7	88.4	88.4	85.9	85.9	85.9	85.9	85.9	85.9	85.9	85.9	94.0	94.0	94.0	92.5

A blank row indicates insufficient data.



## Tab 5 - Help

All data is processed by STR using both the current and historical sampling of hotels.

For further questions about the methodology used to produce our reports, please email [info@smithtravelresearch.com](mailto:info@smithtravelresearch.com).

### **Average Daily Rate (ADR)**

Room revenue divided by rooms sold. The currency used to express ADR is shown on each report.

### **Census (properties and rooms)**

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

### **Country**

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.

It is typically recognized by the International Organization for Standardization (ISO).

### **Demand (Rooms Sold)**

The number of rooms sold or rented (excludes complimentary rooms).

### **Exchange Rate**

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.

Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

### **Market**

A geographic area within a country. Markets are defined by STR and STR Global.

### **Occupancy (Occ)**

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

### **Percent Change**

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as  $((TY - LY) / LY) * 100$ .

### **Revenue (Room Revenue)**

Total room revenue generated from the sale or rental of rooms.

### **Revenue Per Available Room (RevPAR)**

Room revenue divided by rooms available.

### **Sample**

The number of hotels and rooms from which data is received.

### **Sub-Market**

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

### **Supply (Rooms Available)**

The number of rooms times the number of days in the period.

### **Twelve Month Moving Average**

The value of any given month is computed by taking the value of that month and the values of the eleven preceding months, adding them together and dividing by

### **Year-to-date**

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.